Title (en)
SYSTEM FOR PRESENTATION OF MULTIMEDIA CONTENT

Title (de)
SYSTEM ZUR DARSTELLUNG VON MULTIMEDIA-INHALT

Title (fr)
SYSTEME POUR LA PRESENTATION DE CONTENU MULTIMEDIA

Publication
EP 1639814 B1 20150318 (EN)

Application
EP 04753688 A 20040528

Priority
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• US 47442503 P 20030529
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Abstract (en)
[origin: WO2004107749A1] Multimedia content assets and targeted advertising are placed by the preparation component with a hierarchal NxM matrix of display cells. The deployment component uses conventional transmission networks, such as the Internet, broadband cable and wireless phone systems to transmit to the interface component a configuration file defining a matrix of display tiles. The interface component presents and navigates the user through a hierarchy of display palettes, multimedia assets and targeted advertisements on a variety of platforms, such as televisions, personal computers, personal digital assistants and cell phones. The interface component further collects usage data and provides the data to the metrics component for use by the preparation component and the deployment component for targeted content and advertisements.

IPC 8 full level
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CPC (source: EP US)
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